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TECHNICAL ASSISTANCE COMMITTEE

EXPANDED PROGRAMME OF TECHNICAL ASSISTANCE

TECHNICAL ASSISTANCE IN THE DEVELOPMENT OF INFORMATION MEDIA

Report of the Technical Assistance Board

At its autumn 1963 session, the Technical Assistance Committee adopted a resolution (E/3849, Annex III) which inter alia invited the Technical Assistance Board to seek ways and means of financing, within the forms of financing outlined in the note of the Executive Chairman (E/TAC/L.324) the establishment of institutes and other appropriate activities for the development of mass communications media in order to meet the requests of Member Governments so as to enable them to carry out their national or regional programmes for the training of information personnel, and requested the Executive Chairman to report to TAC in 1964 on the results achieved.

UNESCO is the only organization participating in the Expanded Programme of Technical Assistance which is directly concerned with the development of information media. In response to a decision of the Board that UNESCO and any other organization having relevant information to communicate would make it available, UNESCO submitted the following note. No other organization submitted any information.

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Technical Assistance in the Development of Information Media

The following information is provided by UNESCO in accordance with the decision taken by the Technical Assistance Board at its fifty-ninth session.

In a resolution adopted on 14 December 1963 the Technical Assistance Committee invited the Technical Assistance Board to seek ways and means, within the forms of financing outlined in document E/TAC/L.324, of financing the establishment of institutes and other appropriate activities for the development of mass communication media.

The forms of financing referred to in document E/TAC/L.324 included:

(i) Inclusion by Governments of Appropriate Projects in their EPTA Programme Requests for 1965/66:

An analysis of the Country Programme requests received to date shows that Governments have included projects in the field of development of information media for an estimated total of $808,418 as compared with a total of $612,550 provided for similar projects in the approved programme for 1963/64. This represents an increase of approximately 32 per cent.

(ii) Use of a Portion of UNESCO's EPTA Regional Programme:

In the 1963/64 Programme a sum of $260,200 had already been allocated to projects in the field of information media. In 1965/66 the draft Programme and budget on the basis of requests from Governments reflects an increase in the amount of $118,130 - an increase of approximately 45 per cent.

(iii) Use of UNESCO's Planning Reserves to Supplement Country Target Figures:

The Director-General has proposed the allocation of $10,000 to supplement the Senegal country programme to strengthen the assistance being given towards the creation of a Mass Communication Institute at the University of Dakar.

In addition it is proposed to allocate the sum of $20,000 to the pilot project for the educational use of audio-visual aids in Africa within the general framework of UNESCO's literacy programme.

(iv) Use of Funds-in-Trust Arrangements:

Though no such arrangements have as yet been concluded in relation to projects in the mass communication field, UNESCO has received indications of willingness to consider such arrangements on the part of two or three Governments and it is expected that such arrangements will be concluded in the course of the 1965/1966 Programme.

(v) Allocation of Contingency Funds by the Executive Chairman:

(a) Regional Programme

In the current year the Executive Chairman has approved a contingency allocation of $29,000 to permit the holding of a regional meeting on the introduction and development of television in Africa, an allocation of $18,000 to permit the undertaking of a survey on the possibilities of promoting the production and distribution of low cost radio receivers in Asia. A request for a similar survey, emanating from seven Governments in Latin America, is at present being considered by TAB.[1/]

(b) Country Programmes

In 1964 the Executive Chairman has approved the following contingency allocations for UNESCO projects in the field of mass communication:

Algeria - $6,000 for an expert on the use of mass media in education for four months.

Cameroon - $17,900 for an expert in news agencies for twelve months.

Northern Rhodesia - $18,000 for an expert in education broadcasting for twelve months. (This post has not been filled because the Government has not provided for its continuation in 1965.)

A further contingency request for a short-term expert in radio and television broadcasting for British Guiana was submitted on 7 August and is awaiting the Executive Chairman's approval.

In addition to the above, it may be of interest to recall that in its regular programme for 1963/64 UNESCO allocated a sum of approximately $150,000 for assisting Governments in the development of their mass communication programmes,

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1/ This request is still awaiting the Executive Chairman's approval.

and it is proposed to increase this sum to $180,000 in the 1965/66 period. Resources from the regular programme of UNESCO have largely been used to finance short-term planning missions at the request of member States.

In accordance with the policy outlined by the General Conference of UNESCO at its twelfth session (resolution 5.122) and by the General Assembly of the United Nations at its seventeenth session (resolution 1778 (XVII)) these planning missions are particularly concerned with the development of information media for the purpose of enhancing economic and social progress and accelerating the education process, and are designed to assist Governments in mobilizing the support of the mass communication media in their over-all development programmes.

Recent examples which may be quoted include the provision by UNESCO of a mass communication specialist attached to the United Nations Rural Development Mission to the Caribbean, the survey of requirements of trained communications personnel in four East African countries, and the survey missions carried out in Afghanistan, Algeria, Philippines, Tanganyika, Turkey, etc., to advise on the development of one or several of their communication services.

These and other survey msssions have revealed even more clearly on the one hand the key role that mass communication techniques can play in all fields of national development, but also the vast gap, in terms of facilities and particularly in terms of trained personnel, that must be filled if the media are to play their full role.

While UNESCO will continue, with funds from its regular budget, to undertake such short-term survey and planning missions, it is evident that the full implementation of development plans will require considerably increased resources.

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CO-ORDINATION IN THE FIELD

Report of the Technical Assistance Board

1. In November 1963 the Technical Assistance Committee invited the TAB to consider further the administrative improvements and economies which might be affected if the Participating Organizations made fuller use of the facilities offered by Resident Representatives' offices, and requested the Executive Chairman to present a report to the Committee in 1964 on progress made in improving co-ordination in the field and in particular on achieving a rationalization of field organization through the increased use of those offices by the Participating Organizations without, however, infringing on the constitutional autonomy of the latter organizations (E/3849, para. 26).

2. Clearly the continued growth in the level and importance of the programmes of technical co-operation gives special relevance to the review requested by TAC. The TAB has re-examined the functions and responsibilities of the Resident Representatives and Agency country representatives with a view to improving the rationalization of their respective duties within the framework established by ACC (in Co-ordination/R.379, para. 3), and improving the services given to Governments.

3. Looking first at the function of Agency country representatives and mission chiefs, it seems clear that the duties of senior technical posts in country programmes should not be considered in isolation from the content and level of the programme of assistance in related technical fields. Thus, for example, in the field of agriculture, a country programme consisting of a few experts and

several fellowships might or might not usefully include a senior agricultural adviser, who, as a part of the programme of assistance, would serve as general adviser to the ministry or ministries concerned, and as a co-ordinator of the FAO team in the country. However, when the programme administered by FAO in the country comprises many experts in a number of distinct fields - say soils, fisheries, forests and nutrition, plus a number of Special Fund projects in the field of agriculture as well, the case for a senior agricultural adviser and mission chief becomes prima facie very much stronger. Similarly, when the development programme of the country in the technical area concerned has not yet been devised or fully articulated, there may be a clear need for a senior adviser or agency country representative even when the programme of assistance by the agency is still in the formative stage.

4. The Technical Assistance Board considers that the growth of programmes within these fields has highlighted the need for high level advice on formulation of programmes and on co-ordination of development activities within broad technical fields. Activities in such general fields as education, public health and agriculture, for example, receive attention from many sources of external aid in addition to those provided under United Nations Programmes. Their logical prosecution involves the development of sectoral plans, the allocation of priorities, and the allocation of items between available domestic and international sources of assistance, all within the framework of over-all development plans and machinery. There is evidence that recipient Governments generally would welcome the designation of senior advisers in such broad technical fields, and in many cases they would prefer such senior advisers to be provided by the United Nations organizations, as distinct from the various bilateral sources which may be available to them. Governments should be reminded of the possibility of obtaining senior advisers or country representatives and invited to consult with the agencies concerned about such appointments.

5. At the same time, the growth in the level of agency programmes throws into relief the growing need for on the spot co-ordination of the work of the experts. Obviously, no single individual could be expected to possess expertise in each of a wide range of technical fields. Nevertheless, the availability, on the spot, of a senior officer for general advice and counsel has already, in many countries,

proved to be of real value to the experts. A country representative with such qualifications could also assist in the general evaluation of the progress of projects for which the agency is responsible.

6. The country representative could bring to the Resident Representative of TAB and Director of Special Fund Programmes, full information on the appropriate place of programmes within the field of his technical competence in the over-all development programme of the country. He could thus discharge the responsibilities laid on him as a result of the decisions of ACC, including:

> "(e) Resident representatives and chiefs of mission should act in closest co-operation with each other, and mission chiefs should serve as technical advisers to the resident representative in their respective fields, appropriate governmental authorities being informed of this arrangement", and
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> "(h) Resident representatives and all chiefs of mission should hold periodic meetings under the chairmanship of the resident representative to increase mutual understanding and co-ordination at the country level."

7. The Resident Representative would then be in a position, when advising the central planning and co-ordinating machinery of Government on the capacity of the United Nations family of organizations as a whole to meet the priority needs of the country concerned, to base himself on the information and advice given to him by the agency mission chiefs.

8. In the rationalization of the field organization, the constitutional autonomy of the Participating Organizations would, of course, continue to be respected. More specifically, the formal channels of communication and other arrangements established by the organizations would, as necessary, be brought to the attention of Governments by the resident representatives concerned.

9. The Resident Representative's office would continue to provide administrative and housekeeping services to agencies which wish to rely on him for such assistance; the establishment of separate overlapping administrative services in mission chiefs' offices would thus be unnecessary. The administrative elements in the Resident Representatives' offices should be strengthened where necessary and appropriate to permit absorption of increasing administrative workloads arising from expanding the Expanded Programme and Special Fund programmes. This would leave the mission chief free for his professional duties.

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10. Similarly, the general representational responsibility for the United Nations family of organizations should reside, so far as the Expanded Programme and Special Fund and the World Food Programmes are concerned, in the Resident Representative. The Resident Representative would also be available to assist with the representation of other programmes of assistance carried out by the organizations, at their request. The full emphasis would thus properly be placed on the functional responsibilities of the country representatives, the fulfilment of which would depend on the development and maintenance of close and continuous contacts at the appropriate levels with the various ministries concerned with their programmes.

11. It follows from the above that, at least in countries where the programmes have attained a substantial level, the roles of Resident Representatives and country representatives are mutually complementary; they do not conflict or overlap nor are they interchangeable. The TAB believes that, in such countries, it is no longer feasible to ask the Resident Representative to assume the duties of an agency mission chief, except on a temporary basis. It also follows that agencies should be encouraged to appoint mission chiefs, as or where appropriate, perhaps from amongst the expert cadre already in the country.